

# 2012 Media Kit

Startup Sprouts From Urban Farms p. 27 Bob Stark Bets on Yogurt p. 9

# Inside Business

Northeast Ohio's Business Enthusiast

**DAN MOORE:**  
REVVING UP A  
NEW CLUB FOR  
ENTREPRENEURS

**BIZDOM U:**  
CAN YOU  
PASS THE  
STARTUP  
TEST?

## George Voinovich

TEAM NEO'S H. PETER BURG  
WINNER ON THE CASINO,  
HELPING SMALL BUSINESS &  
THE STATE OF GOVERNMENT

**TEAM NEO AWARDS**  
ATTRACTING COMPANIES,  
CREATING JOBS, TRAINING  
WORKERS & MORE

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2011  
JULY/AUGUST

VOLUME 13 NUMBER 4

# Northeast Ohio's Business Enthusiast

Your 9-to-5 isn't just a 9-to-5. It's your early-to-rise, last-to-leave passion. It's what gets our readers going in the morning and keeps them going when everyone else has clocked out. Why? Because they are business enthusiasts. And so are we.

As Northeast Ohio's only regional business magazine, *Inside Business* delivers the insight, tools and inspiration that you crave. We are your trusted source for behind-the-story profiles, analysis and features that combine energy with understanding, deep description with sharp attitude and instruction with insight.

We share your passion for business and for Northeast Ohio. We are more than reporters on the local business community — we are a part of it. Locally owned for 17 years, *Inside Business* has been a leader in recognizing success, identifying what's next and promoting Northeast Ohio as a great place to live and grow a business.

If you are looking for an introduction to these business enthusiasts, *Inside Business*

is the perfect partner to help build your brand and drive your sales.

Our events, and those of our partners, are where our mission and your passion come together. From the Business Hall of Fame and Athena Awards to the Team NEO Economic Development Plus Awards and NorthCoast 99, we attract Northeast Ohio's top professionals and recognize the region's best companies. This year, our packages will provide even greater opportunities to be a part of that enthusiasm.

IBmag.com is your home for everything you expect from *Inside Business* and more (because we don't work 9-to-5 either).

So give your business the green light. Call us today.

**What is stopping you?**



**Contact our Account Team today for ideas to grow your business.**

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# 2012 Calendar

SPACE CLOSE  
ART DUE  
RELEASE DATE

JAN-FEB	<p><u>EDITORIAL SPOTLIGHT:</u></p> <ul style="list-style-type: none"> <li><b>Power 100</b> Northeast Ohio's most powerful people</li> </ul> <p><u>BEST PRACTICE SECTIONS:</u></p> <ul style="list-style-type: none"> <li>Executive Education</li> <li>Business Insurance &amp; Risk Management</li> </ul>	<p><u>SUPPLEMENTS:</u></p> <ul style="list-style-type: none"> <li>ERC's NorthCoast 99 Kickoff</li> <li>Super Lawyers</li> </ul> <p><u>INSERTS/POLYBAGS:</u></p> <ul style="list-style-type: none"> <li>Neoeconomist</li> </ul>	NOV. 30 2011	DEC. 7 2011	JAN. 6 2012	JAN-FEB
MAR-APR	<p><u>EDITORIAL SPOTLIGHT:</u></p> <ul style="list-style-type: none"> <li><b>NEO Success Awards:</b> A celebration of the top-performing companies in Northeast Ohio</li> </ul> <p><u>BEST PRACTICE SECTIONS:</u></p> <ul style="list-style-type: none"> <li>Guide to Accounting</li> <li>Meetings &amp; Events Guide</li> </ul>	<p><u>SUPPLEMENTS:</u></p> <ul style="list-style-type: none"> <li>Cleveland 20/30 Club</li> <li>Dominion Community Impact Awards</li> </ul> <p><u>INSERTS/POLYBAGS:</u></p> <ul style="list-style-type: none"> <li>Lorain County Chamber of Commerce Membership Directory</li> <li>City of Brunswick</li> <li>Neoeconomist</li> </ul>	JAN. 27 2012	FEB. 3 2012	MAR. 1 2012	MAR-APR
MAY-JUN	<p><u>EDITORIAL SPOTLIGHT:</u></p> <ul style="list-style-type: none"> <li><b>ATHENA Awards:</b> Honoring those who have created leadership opportunities for women</li> <li><b>Manny Awards:</b> A celebration of manufacturing excellence in Northeast Ohio</li> <li><b>Executive Golf</b></li> </ul>	<p><u>BEST PRACTICE SECTIONS:</u></p> <ul style="list-style-type: none"> <li>Guide to Human Resources</li> <li>Luxury Auto Dealer Profiles</li> </ul> <p><u>INSERTS/POLYBAGS:</u></p> <ul style="list-style-type: none"> <li>City of Lorain</li> <li>Workers' Compensation</li> <li>Anthem Executive Health</li> <li>Neoeconomist</li> <li>Event Source Event Expo</li> </ul>	MAR. 30 2012	APR. 6 2012	MAY 3 2012	MAY-JUN
AUG-JUL	<p><u>EDITORIAL SPOTLIGHT:</u></p> <ul style="list-style-type: none"> <li><b>Team NEO Econ. Dev. Plus Awards:</b> A celebration of Economic Development in Northeast Ohio</li> <li><b>NEO Grow</b></li> </ul> <p><u>BEST PRACTICE SECTIONS:</u></p> <ul style="list-style-type: none"> <li>Guide to Education</li> <li>Meetings &amp; Events Guide</li> <li>Law Firm Profiles</li> </ul>	<p><u>BEST PRACTICE SECTIONS CONT'D:</u></p> <ul style="list-style-type: none"> <li>Sustainability/Green Practices</li> </ul> <p><u>SUPPLEMENT:</u></p> <ul style="list-style-type: none"> <li>NEOSA Best of Tech Awards</li> </ul> <p><u>INSERTS/POLYBAGS:</u></p> <ul style="list-style-type: none"> <li>Neoeconomist</li> <li>HRCC Chamber Magazine</li> </ul>	MAY 25 2012	JUN. 1 2012	JUN. 28 2012	JUL-AUG
SEP-OCT	<p><u>EDITORIAL SPOTLIGHT:</u></p> <ul style="list-style-type: none"> <li><b>NorthCoast 99:</b> Celebrating the best places to work in Northeast Ohio</li> </ul> <p><u>BEST PRACTICE SECTIONS:</u></p> <ul style="list-style-type: none"> <li>Innovation &amp; Entrepreneurship</li> <li>Business of Health Care</li> </ul>	<p><u>SUPPLEMENTS:</u></p> <ul style="list-style-type: none"> <li>Entrepreneur's Toolkit</li> <li>Youngstown Business Incubator</li> </ul> <p><u>INSERTS/POLYBAGS:</u></p> <ul style="list-style-type: none"> <li>Discover Lakewood</li> <li>Anthem Executive Health</li> <li>Neoeconomist</li> </ul>	JULY 27 2012	AUG. 3 2012	AUG. 30 2012	SEP-OCT
NOV-DEC	<p><u>EDITORIAL SPOTLIGHT:</u></p> <ul style="list-style-type: none"> <li><b>Business Hall of Fame</b> The lifetime achievement award for those who have made a lasting impact on our region</li> </ul> <p><u>BEST PRACTICE SECTION:</u></p> <ul style="list-style-type: none"> <li>Financial Planner Profiles</li> </ul>	<p><u>SUPPLEMENTS:</u></p> <ul style="list-style-type: none"> <li>AFP - National Philanthropy Day</li> <li>NOACC Bright Stars</li> <li>NAWBO</li> </ul> <p><u>INSERTS/POLYBAGS:</u></p> <ul style="list-style-type: none"> <li>Beachwood Chamber Magazine</li> <li>This is Avon Lake</li> <li>Neoeconomist</li> </ul>	SEP. 28 2012	OCT. 5 2012	NOV. 1 2012	NOV-DEC

# Event Sponsorship

Event sponsorship is a great way to meet new clients, strengthen relationships with current clients, create more affinity for your brand and launch new products or services.



**New clients.** As an event sponsor, you are a host for the event, and you have the opportunity to review the guest list and put your team in the right position to meet those elusive key decision-makers. You will also get a guest list to follow up and close the deal.

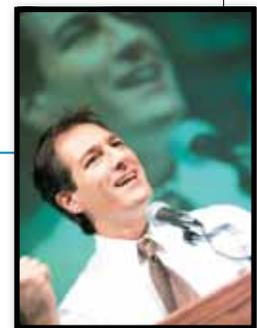
**Strengthen relationships.** What better way to show your clients how much you appreciate their success than to be on the dais when they receive their award and have your team standing in the front row? Events are also a great way to entertain and relax with clients in a professional setting outside the office.

**Brand Awareness.** Your logo and advertising message will be communicated many times and many ways during the awards program to make your brand synonymous with achievement in the eyes of all attendees.

**Product Launch.** Create buzz by launching new products and services in front of Northeast Ohio's opinion leaders. Events are a way to let people touch and feel products or learn about service features firsthand.

## Sponsorship packages include:

- Logo identification on all program material
- Advertising packages in *Inside Business*
- Online advertising packages on [IBmag.com](http://IBmag.com)
- Corporate table at event
- Speaking participation at event
- Event signage
- Access to event attendee list
- Industry exclusivity
- Logo recognition on all event advertising
- Photographs in *Inside Business* event coverage
- Photographs in [IBmag.com](http://IBmag.com) event coverage
- Display table or product display at event
- Opportunity to present host gifts on each attendee seat



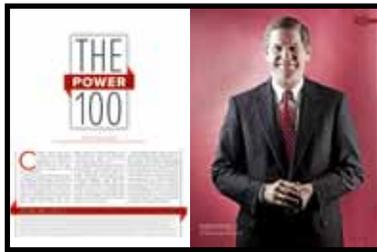
View Our Complete Event List  
turn to page 4

# Event List

Not all events are created equal. These events have an average 13-year track record of success and are the leaders in their category.

## POWER 100

» A networking event designed to build the bridge between today's most powerful leaders in Northeast Ohio and those who are being trained to lead our region in the future.



## NEO SUCCESS AWARDS

» The NEO Success Awards recognizes the most successful companies in our region. These companies are consistent performers who are growing revenue, profits and employee size.

## THE MANNY AWARDS

» The Manny Awards honor manufacturing excellence in Northeast Ohio. These awards recognize both the outstanding achievements of individual companies and the important role manufacturing plays in the economic vitality of this region.



## TEAM NEO ECONOMIC DEVELOPMENT PLUS AWARDS

» This program awards the people and organizations that are reviving the region by attracting, retaining and expanding business in Northeast Ohio.



## ATHENA AWARDS

» The ATHENA Awards recognize the business leaders in both Cleveland and Akron area who actively assist women in realizing their full leadership potential; demonstrate excellence, creativity and initiative in their profession; and provide valuable service by contributing time and energy to improve the life for others in the community.

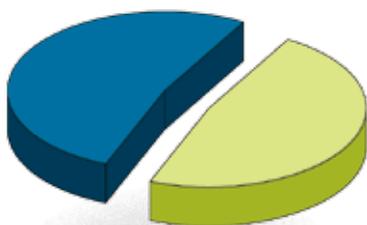
## BUSINESS HALL OF FAME

» The Business Hall of Fame recognizes the pillars of industry that shape our community. Now in its 16th year, the event will be a special celebration of those who have received the honor. Members of the Hall of Fame include our region's founding fathers, the industrialists who built it up and those who are leading us forward today.



# Demographic Information

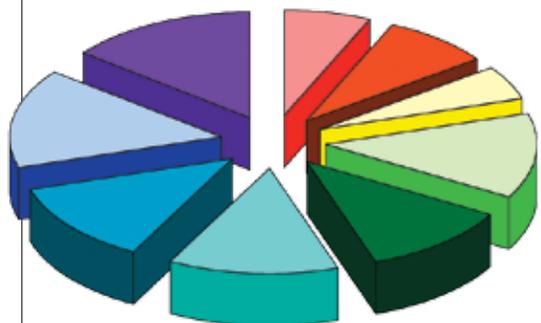
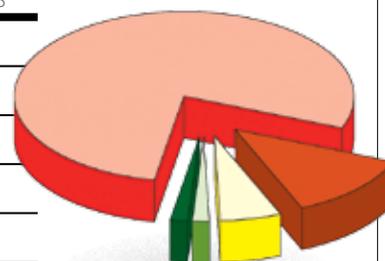
Start at the top. *Inside Business* readers have the power to make decisions.



BUSINESS OWNERS	PERCENT OF SUBSCRIBERS
Yes	47.79%
No	52.21%
Total Reported	100.00%

## JOB FUNCTION

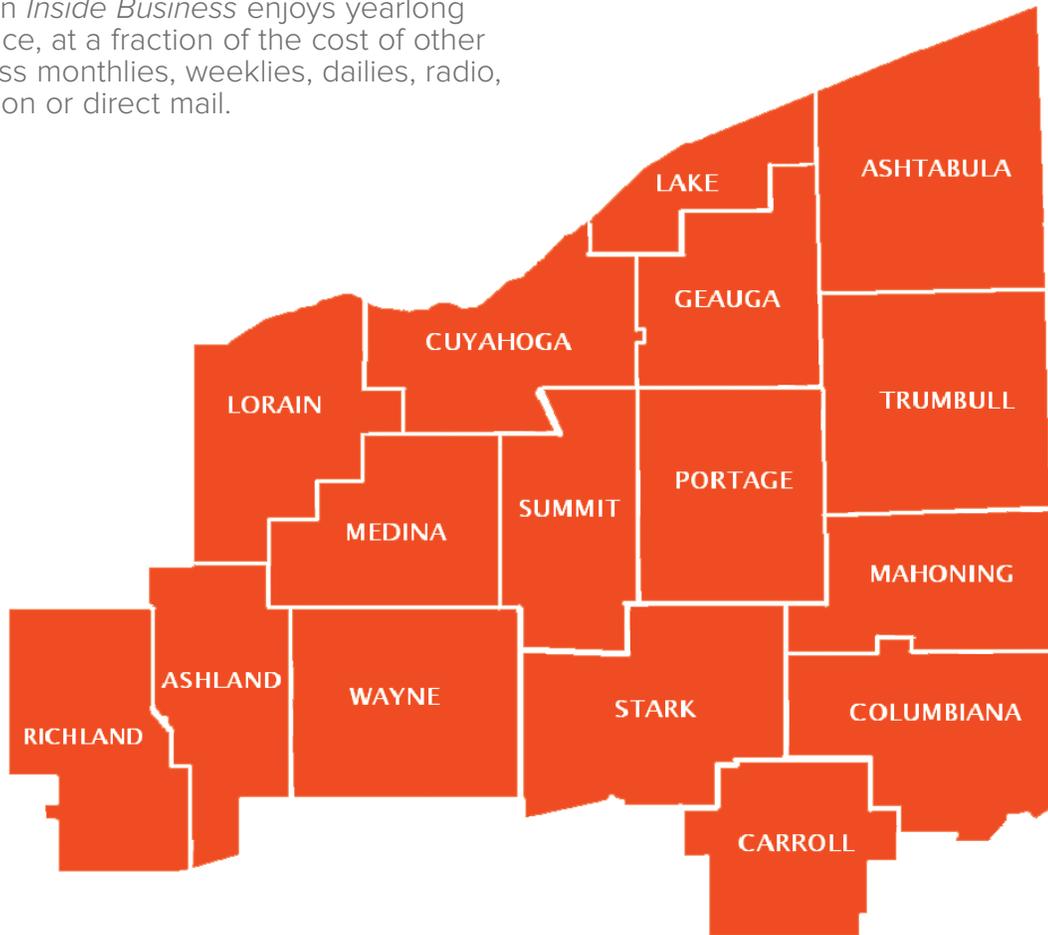
JOB FUNCTION	PERCENT OF SUBSCRIBERS
Corp./Financial/Senior/Operational Management	79.35%
Sales/Marketing	12.15%
Professional	5.88%
Technical	1.70%
Business Student	0.92%
Total Reported	100.00%



PRIMARY BUSINESS ACTIVITY	PERCENT OF SUBSCRIBERS
Advertising/PR/Marketing	5.58%
Building/Const./Arch./Real Estate	8.51%
Computers/Telecommunications	6.10%
Finance/Accounting/Investing	14.67%
Health Care/Insurance	11.01%
Manufacturing/Transportations	13.72%
Retail/Wholesale Trade	10.45%
Legal/Govt./Institutional	14.90%
Service	15.06%
Total Reported	100.00%

# Geographic Footprint

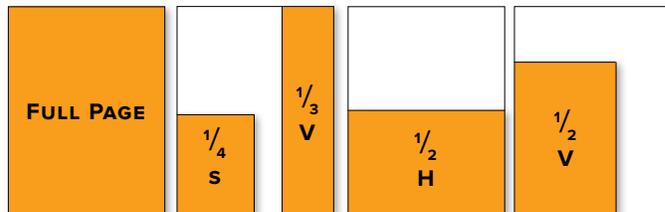
*Inside Business* is Northeast Ohio's most prestigious bimonthly business publication. With the longest shelf life in the region, an ad in *Inside Business* enjoys yearlong presence, at a fraction of the cost of other business monthlies, weeklies, dailies, radio, television or direct mail.



With a **circulation over 15,000**, *Inside Business* reaches more than **65,000 business executives** throughout the 16-county region of Northeast Ohio.

# Rate Card and Specifications

## 2012 ADV. RATES



### DIMENSIONS

Standard Ad Sizes.....	Width x Height
Full Page .....	7½" x 10"
½H (horizontal).....	7½" x 4⅞"
½V (vertical).....	4⅞" x 7¾"
⅓V (vertical).....	2¾" x 10"
¼S (square).....	3⅝" x 4⅞"

### BLEED SPECIFICATIONS\*

.....	Width x Height
Spread.....	17½" x 11⅞"
Trimmed to.....	17" x 10⅞"
Full page.....	8¾" x 11⅞"
Trimmed to.....	8½" x 10⅞"
Half page.....	8¾" x 5½"
Trimmed to.....	8½" x 5⅝"

\*Keep live matter 1/4" from the trim edge top and bottom and 1/2" from outer trim edge.

	AD. Size	1x	3x	6x	7x
FOUR COLOR	Full Page	4290	3475	3205	2935
	1/2	2550	2045	1875	1705
	1/3	2045	1630	1500	1360
	1/4	1400	1125	950	935
BLACK & ONE COLOR	Full Page	3945	3205	2930	2655
	1/2	2335	1875	1705	1535
	1/3	1870	1500	1360	1230
	1/4	1285	1030	940	845
B & W	Full Page	3605	2935	2655	2370
	1/2	2135	1705	1535	1360
	1/3	1705	1360	1230	1090
	1/4	1175	940	845	750
COVERS	Second	5035	4055	3730	3405
	Third	4835	3670	3580	3265
	Fourth	5240	4220	3880	3535

Special Positions: Subject to availability, add 10% to existing rates. \*\*All rates are listed as gross.

### MECHANICAL REQUIREMENTS

- PDF documents are preferred.** Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press-time.
- Ad Proofs:** Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client or their agency to preflight and proof

all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.

- Spot Color and RGB Ads:** (Use of PMS inks) We do not support spot color or RGB printing for the publication. Therefore, 2- and 3-color and RGB ads must be produced in a CMYK equivalent.
- Specifications:** All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If

fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press quality PDF file is available at [www.glpublishing.com](http://www.glpublishing.com).

- Accepted Media:** Files may be submitted on CD/DVD or sent to our FTP site. Visit [glpublishing.com](http://glpublishing.com) for step-by-step instructions.
- Programs:** Great Lakes Publishing produces all publications using the Adobe Creative Suite of programs. If you have documents produced in any other program, please provide us with a press-ready CMYK PDF.

### GENERAL ADVERTISING INFORMATION

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism, and copyright infringement. The publisher reserves

the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

- Frequency Discounts:** Advertising must be inserted within one year of first insertion to be eligible for frequency discount rates. Smallest unit to maintain frequency discount is one-sixth page.
- Short Rates:** An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

**c) Increased Frequency:** Billing credits earned by increasing frequency during a contract year will be applied to future space.

- Special Positions:** Subject to availability, add 10% to existing rates.
- Commissions:** 15% commission is paid only to recognized agencies. No agency commission is allowed if full payment is not received within 60 days of invoice date.
- Nonpayment:** In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severly

liable for such monies are due and payable to the publisher.

- Rate Protection:** Contract advertisers will be protected at their contract rates for 60 days after the effective date of new rates.
- Preprinted Insert Rates and Multiple Page Discounts:** Available on request.
- Prepayment Discounts:** Yearly contracts paid in full in advance earn 5% discount.

All ads should be uploaded to the Great Lakes Publishing FTP Site at [www.glpublishing.com](http://www.glpublishing.com).

# Custom-made Results

Great Lakes Publishing is the company you can trust for your publishing needs. From concept to creation, we build custom pieces using our 30 years of experience in target marketing, brand awareness and design elegance. Let the award-winning staff of Great Lakes Publishing lead you to the results you deserve.



Your custom project package will include:

- Eight pages tipped or bound into all copies of *Inside Business*
- Stories, interviews, editing, production and proofs provided by the staff of *Inside Business* (client has final sign-off)
- Banner ads on IBmag.com in the month prior, during and after section appears
- 2,500 extra copies of the section for client use

# Web Rates & Specifications



## MONTHLY VIEWERSHIP

- 12,000 Page Views
- 4,000 Unique Visitors
- 12,000 E-Newsletter Subscribers

## RATES/SPECS

**Banner Ad**  
120 x 240 pixels  
\$150/mo

**Skyscraper Ad**  
120 x 600 pixels  
\$200/mo

**Leaderboard Ad**  
728 x 90 pixels  
\$250/mo

**Medium Rectangle Ad**  
300 x 250 pixels  
\$250/mo

**Peel Ad**  
Created In-house  
\$500/mo

## MONTHLY E-NEWSLETTER SPONSORSHIP



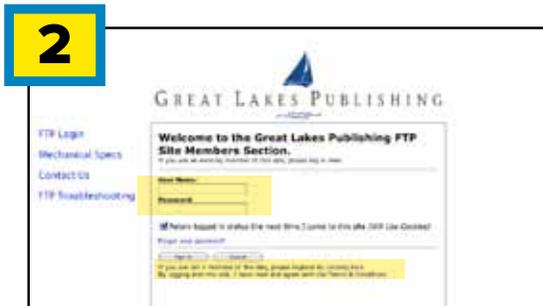
Skyscraper Web Ad in Newsletter  
12,000 Qualified Subscribers  
\$350/mo



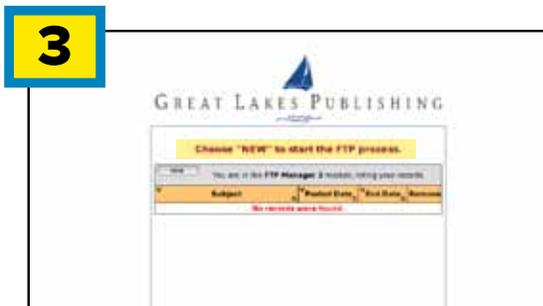
# Digital File Submissions to FTP Site



1. Navigate to [www.glpublishing.com](http://www.glpublishing.com) and select FTP Login.



2. Enter User Name and Password or click to register. You select your own User Name and Password and have immediate access to the site.



3. You can view any previously uploaded files or click NEW to begin the FTP upload process.



4. Complete the information form and upload the file attachment. Include any special instructions. Be sure to select the Sales Rep and Publication for the file submission. Goes To and File Type default to most common selections and can be left unchanged.

Click Submit to complete the FTP upload (just like clicking send when you finish an email with an attachment).

If you have any questions about the FTP site, please email our production department at [production@glpublishing.com](mailto:production@glpublishing.com).

Make sure to include the proper publication in the subject line.